

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant :	Nelson Minar	Art Unit :	3688
Serial No. :	10/750,361	Examiner :	Donald Champagne
Filed :	December 31, 2003	Conf. No. :	4924
Title :	EMBEDDING ADVERTISEMENTS IN SYNDICATED CONTENT		

**Mail Stop Appeal Brief - Patents**

Commissioner for Patents  
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**BRIEF ON APPEAL**

**(1) Real Party in Interest**

Google Inc., the assignee of record of the entire interest in this application, is the real party in interest.

**(2) Related Appeals and Interferences**

None.

**(3) Status of Claims**

Claims 1, 2, 11-13, 17-19, 21-25, 35-37, 42, 57-64, and 72-78 are pending, with claims 1, 72, and 77 being independent. Claims 3-10, 14-16, 20, 26-34, 38-41, 43-56, and 65-71 have been cancelled. Claims 1, 2, 11-13, 17-19, 21-25, 35-37, 42, 57-64, and 72-78 have been rejected, and the rejections of all of these claims are appealed.

**(4) Status of Amendments**

No amendments have been filed subsequent to the final rejection dated June 10, 2010. A listing of the claims is provided in the Appendix of Claims section.

**(5) Summary of Claimed Subject Matter**

In the discussion below, reference numerals and references to particular portions of the application are inserted for illustrative purposes only and are not meant to limit to the scope of the claims. The claimed subject matter is directed to methods and systems for incorporating targeted ads into a web feed that is provided in a syndicated, e.g., RSS, content presentation format.

In some aspects, as recited in independent claim 1, at least one processor receives a first syndicated content item for a Really Simple Syndication ("RSS") feed (step 308, FIG. 3; page 3, lines 15-25; page 15, lines 1-3). The RSS feed is an RSS format compliant web feed (page 3, lines 15-25). The RSS feed is provided by a syndicated content provider device (page 10, lines 4-5; page 15, lines 1-3). The first syndicated content item is an RSS feed item and includes a first title, a first URL to a web page corresponding to the first syndicated content item, and a first description (page 2, lines 20-31; page 3, lines 15-31). The at least one process receives a first targeted ad item for the RSS feed (step 312, FIG. 3; page 13, lines 13-27; page 15, lines 9-10). The first targeted ad item is a separate RSS feed item (page 12, lines 22-27; page 17, lines 20-27). The first targeted ad item includes a first targeted ad that has been provided by an advertiser, a first targeted ad title for the targeted ad item, a first targeted ad URL to a web page corresponding to the first targeted ad, and a first targeted ad description (page 3, lines 20-31; page 12, lines 21-27; page 16, lines 23-31). The first syndicated content item and the first targeted ad item are stored on a computer storage device (page 21, line 20-page 22, line 22). A request for the RSS feed is received (step 302, FIG. 3; page 13, lines 1-6). In response to the request for the RSS feed, the first targeted ad item is inserted at a location in the RSS feed (page

4, lines 19-29; page 12, lines 6-9; page 18, line 26 – page 19, line 13). The location at which the first targeted ad item is inserted is a location in the RSS feed that is adjacent to the first syndicated content item (page 18, line 26 – page 19, line 13). In response to the request for the RSS feed, the at least one processor provides the RSS feed including the first syndicated content item and the first targeted ad item (step 318, FIG. 3; page 13, line 28-page 14, line 10; page 17, lines 22-27).

In another aspect, as recited in independent claim 72, a system includes at least one database storing a first syndicated content item for an RSS feed (page 21, line 20-page 22, line 22; page 3, lines 15-25). The RSS feed is an RSS format compliant web feed (page 3, lines 15-25). The first syndicated content item is an RSS feed item and includes a first title, a first URL to a web page corresponding to the first syndicated content item, and a first description (page 2, lines 20-31; page 3, lines 15-31). The system also includes at least one processor that is coupled to the at least one database (page 20, lines 16-21). The at least one processor is configured to receive the first syndicated content item and a first targeted ad item for the RSS feed (step 308, FIG. 3; page 3, lines 15-25; page 15, lines 1-3). The first targeted ad item is a separate RSS feed item and includes a first targeted ad title, a first targeted ad URL to a web page corresponding to the first syndicated content item, and a first targeted ad description (page 2, lines 20-31; page 3, lines 15-31; page 19, lines 5-13).

The at least one processor is also configured to store, on one or more storage devices, the first syndicated content item and the first targeted ad item (page 21, line 20-page 22, line 22). The at least one processor is further configured to receive a request for the RSS feed (step 302, FIG. 3; page 13, lines 1-6). The at least one processor is also configured to insert the first

targeted ad item at a location in the RSS feed (page 4, lines 19-29; page 12, lines 6-9; page 18, line 26 – page 19, line 13). The location at which the first targeted ad is inserted is adjacent to the first syndicated content item in the RSS feed (page 4, lines 19-29; page 12, lines 6-9; page 18, line 26 – page 19, line 13). In response to the request for the RSS feed, the at least one processor provides the RSS feed that includes the first syndicated content item and the first targeted ad item at adjacent locations (step 318, FIG. 3; page 13, line 28-page 14, line 10; page 17, lines 22-27).

In another aspect, as recited in independent claim 77, a system includes at least one datastore storing syndicated content information for feeds and advertisements for the feeds (page 21, line 20-page 22, line 22; page 3, lines 15-25). The system also includes a targeted ad server that is coupled to the at least one datastore (page 21, line 20-page 22, line 22; page 3, lines 15-25). The targeted ad server includes at least one processor that is configured to select advertisements from the at least one datastore (page 21, line 20-page 22, line 22). The selected advertisements are selected for the feeds based on targeting information (page 10, lines 12-25).

The system also includes a syndicated content provider that is coupled to the at least one datastore and the targeted ad server (page 9, lines 28-31). The syndicated content provider includes at least one processor that is configured to generate a requested Atom feed based on syndicated content information received from the at least one datastore and the selected advertisements (page 9, lines 28-31; page 11, line 23-page 12, line 27; page 17, lines 1-13, page 19, lines 1-14). The requested Atom feed is an Atom compliant web feed provided in response to a request for content (page 19, lines 1-4). The syndicated content provider is further configured to generate an Atom content item and a corresponding Atom ad item (page 16, lines

23-31). The syndicated content provider is also configured to include the Atom content item and the corresponding Atom ad item at adjacent locations of the Atom feed (page 4, lines 19-29; page 12, lines 6-9; page 18, line 26 – page 19, line 13). The Atom content item is an Atom feed item generated to include syndicated content information (page 3, lines 11-14). The Atom ad item is a separate Atom feed item generated to include the selected advertisements (page 12, lines 22-27; page 17, lines 20-27; page 19, lines 1-5).

**(6) Grounds of Rejection to be Reviewed on Appeal**

Claims 1, 2, 4, 11-13, 17-19, 23-25, 35-37, 42, 56-67, 69-73, and 75-78 stand rejected under 35 U.S.C. § 102(b) as being anticipated by Sheth (US 6,311,194). Claims 1, 2, 4, 11-13, 17-19, 23-25, 35-37, 42, 56-67, and 69-71 stand rejected under 35 U.S.C. § 103(a) as being unpatentable over Sheth in view of RSS Advertising (archived weblog made of record in the final office action). Claims 21 and 22 stand rejected under 35 U.S.C. § 103(a) as being unpatentable over Sheth, or alternatively, Sheth in view of RSS Advertising and official notice. Claims 1, 2, 11-13, 17-19, 21-25, 35-37, 42, 57-64, and 72-76 stand rejected under 35 U.S.C. § 112, second paragraph as being indefinite.

**(7) Argument**

I. Sheth fails to teach, describe, or suggest inserting the first targeted ad item at a location in the RSS feed, as recited by claim 1, and as similarly recited by independent claims 72 and 77

Appellant requests reversal of the rejection of claim 1 and its dependent claims 2, 4, 11-13, 17-19, 21-25, 35-37, 42, 56-67, 69-71 because Sheth fails to teach, describe, or suggest

“inserting, by at least one processor, the first targeted ad item at a location in the RSS feed, the location being adjacent to the first syndicated content item in the RSS feed, the first targeted ad item being inserted in response to a request for the RSS feed,” as recited by claim 1.

At page 5 of the final office action that issued on June 10, 2010 (“the final action”), the Examiner asserts that col. 16, lines 52-55 of Sheth disclose “inserting ... the first targeted ad item ... in response to a request for the RSS feed.” At col. 16, lines 37-55, Sheth discloses:

The second form of targeted advertising would involve creating an **XML string that represents queries that the user performs or individual media assets in which the user has an interest**. This XML string could then be sent to an **external advertisement provider** along with a user's session and profile information. The advertisement provider would process this information and **return a URL reference to a semantically targeted advertisement**. Not only could such information be sent to advertisement providers, but similar information could also be sent to content providers. When users choose to play an audio or video file in a query result, a player for the media as well as an additional Web browser instance is created. The new browser instance would contain the Web page from which the asset was extracted. Taking the user back to the original source of the video or audio is a requirement for one-click media play. If the content provider is sent an XML string similar to the one sent to the ad provider, the content provider is able to tailor the advertisements in their own page (in the new browser instance).

First, Sheth does not disclose an RSS feed (or another syndicated web feed, such as an ATOM feed) or that any RSS feed items are inserted into an RSS feed. Therefore, Sheth cannot be properly construed as disclosing the claimed insertion of RSS feed items into an RSS feed.

Second, neither the XML string nor the URL reference that are referred to in this passage of Sheth is a targeted ad item that is inserted into an RSS feed. According to Sheth, **the XML string is used to select advertisements** that will be presented with a web page. For example, as described by Sheth at lines 40-44 of column 16, **“this XML string could then be sent to an external advertisement provider** along with the user's session and profile information. The

advertisement provider would process this information and **return a URL reference to a semantically targeted advertisement.**” Sheth’s XML string is not a “targeted ad item for an RSS feed” that is inserted into the RSS feed “at a location in the RSS feed” that is “adjacent to the first syndicated content item. Thus, Sheth’s XML string is not properly interpreted as disclosing the “first targeted ad item” recited by claim 1.

The URL reference that is returned by Sheth’s advertisement provider also fails to disclose the “first targeted ad item” of claim 1. Sheth’s URL reference identifies a network location from which an advertisement can be retrieved. However, Sheth is silent with respect to the URL reference including any additional information about the advertisement. For example, Sheth fails to disclose that the URL reference is an RSS feed item that includes “a first targeted ad that has been provided by an advertiser, a first targeted ad title for the targeted ad item . . . , and a first targeted ad description.” Thus, Sheth’s URL reference is not properly interpreted as disclosing the “first targeted ad item” of claim 1 because, according to claim 1, “the first targeted ad item [is] a separate RSS feed item and includ[es] a first targeted ad that has been provided by an advertiser, a first targeted ad title for the targeted ad item, a first targeted ad URL to a web page corresponding to the first targeted ad, and a first targeted ad description.” Accordingly, Sheth cannot be properly construed as disclosing “inserting . . . the first targeted ad item,” because Sheth fails even to disclose the first targeted ad item.

For at least the reasons provided above, reversal of the rejections of claim 1 and its dependent claims 2, 4, 11-13, 17-19, 21-25, 35-37, 42, 56-67, and 69-71 is requested.

Independent claim 72 recites features similar to those discussed above with respect to independent claim 1. Specifically, claim 72 recites “at least one processor coupled to the at least

one database, the at least one processor being configured to: ... insert the first targeted ad item at a location in the RSS feed, the location being adjacent to the first syndicated content item in the RSS feed.” Accordingly, for reasons similar to those set forth above with respect to claim 1, reversal of the rejection of claim 72 and its dependent claims 73-76 is requested.

Independent claim 77 recites features similar to those discussed above with respect to independent claim 1. Specifically, claim 77 recites a “a syndicated content provider ... including at least one processor configured to generate a requested Atom feed based on syndicated content information received from the at least one datastore and the selected advertisements, the requested Atom feed being an Atom compliant web feed provided in response to a request for content, the syndicated content provider being further configured to generate an Atom content item and a corresponding Atom ad item and include the Atom content item and the corresponding Atom ad item at adjacent locations of the Atom feed, wherein the Atom content item is an Atom feed item generated to include syndicated content information and the Atom ad item is a separate Atom feed item generated to include the selected advertisements.” Accordingly, for reasons similar to those set forth above with respect to claim 1, reversal of the rejection of claim 77 and its dependent claim 78 is requested.

II. Sheth, RSS Advertising, and asserted combinations thereof fail to disclose inserting, in response to the request for the RSS feed, the first targeted ad item at a location in the RSS feed that is adjacent to the first syndicated content item, as recited by claim 1

At page 7 of the final action, the Examiner states that “Sheth does not teach the targeted ad item location in the RSS feed being adjacent to the syndicated content item. RSS Advertising



teaches (p. 1 of 8) the targeted ad item location in the RSS feed being adjacent to the syndicated content item.” Even assuming that the Examiner’s interpretation of RSS Advertising is correct (which appellant does not concede), RSS Advertising does not disclose “inserting ... the first targeted ad item at a location in the RSS feed ... in response to a request for the RSS feed.” For example, RSS Advertising recites “**embedding** text ads into RSS feeds,” which according to the present application is not the same as “inserting an ad item into an RSS feed **in response to a request for the RSS feed.**”

For example, paragraph 0035 of the present application<sup>1</sup> states:

embedding an advertisement directly into an original syndication feed can result in the advertisement not being well targeted to the viewer of the feed. Moreover, because syndicated feeds may be provided over extended periods of time, an advertisement embedded into the original syndication feed may be substantially out of date by the time it is viewed. Similarly, if ads compete with one another (e.g., for placement in the RSS feed) using offer information ... from advertisers’ accounts or performance information ... such information may be stale by the time the ad is rendered, selected, etc. For example, an advertiser may have reached a budget limit or closed their account. In addition, having the advertisement embedded into the original syndication feed complicates tracking and viewing of advertisements by end users....

The present application provides several examples of the advantages that can be realized by inserting ad items into an RSS feed at the time that the RSS feed is requested, rather than embedding advertisements in the RSS feeds. For example, at page 4, lines 19-29, the present application recites that:

the responsive set of syndicated content presented to the user may include the material being sought by the user plus one or more targeted ads. Given that the targeted ad(s) is inserted in response to a request for syndicated material, as

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<sup>1</sup> Reference to the specification in this paper is not intended to limit the scope of the claims to the exemplary implementations shown in the drawings and described in the specification. Rather, the entitlement to have the claims interpreted broadly, to the maximum extent permitted by statute, regulation and applicable case law is expressly affirmed.

opposed to being included in the syndicated material at the time the syndicated material was generated, the ad can be kept current and timely. Thus, presentation of ads for discontinued products or services, or ads for which the company which originally placed the ad may no longer be paying can be avoided even when displaying web logs and/or news feeds which may be months or years old.

At page 8, lines 7-18, the present application further notes that:

Syndicated feeds are often supplied to a variety of parties. Embedding an advertisement directly into an original syndication feed can result in the advertisement not being well targeted to the viewer of the feed. Moreover, because syndicated feeds may be provided over extended periods of time, an advertisement embedded into the original syndication feed may be substantially out of date by the time it is viewed. Similarly, if ads compete with one another (e.g., for placement in the RSS feed) using offer information (e.g., bids, maximum price the advertiser is willing to pay, etc.) from advertisers' accounts or performance information (e.g., click-through rate or conversion rate), such information may be stale by the time the ad is rendered, selected, etc. For example, an advertiser may have reached a budget limit or closed their account. In addition, having the advertisement embedded into the original syndication feed complicates tracking and viewing of advertisements by end users, e.g., for advertisement billing purposes, for ad performance tracking purposes, etc.

The foregoing demonstrates that inserting ad items into an RSS feed at the time that the RSS feed is requested differs from embedding advertisements into an original RSS feed, and that inserting ad items into an RSS feed at the time that the RSS feed is requested can provide advantages over embedding advertisements into the original RSS feed. Thus, RSS Advertising's disclosure of embedding advertisements in an RSS feed is not properly construed as disclosing "inserting ... the first targeted ad item at a location in the RSS feed, the location being adjacent to the first syndicated content item in the RSS feed, the first targeted ad item being inserted in response to a request for the RSS feed," as recited by claim 1.

For at least the reasons provided above, reversal of the rejections of claim 1 and its dependent claims 2, 4, 11-13, 17-19, 23-25, 35-37, 42, 56-67, and 69-71 is requested.

III. The terms "RSS" and "Real Simple Syndication" are not indefinite under 35 U.S.C.

§ 112, second paragraph

At pages 3 and 4 of the final action, the Examiner asserts that "'RSS' [and] 'Real Simple Syndication' are indefinite. The examiner has interpreted these to be names used in trade," which are permissible if "in this country, their meanings are well-known and satisfactorily defined in the literature." The Examiner asserts that this condition is not satisfied.

Despite asserting that the meanings of RSS and Real Simple Syndication are not well-known, the Examiner has cited the RSS Advertising reference, which not only consistently references RSS feeds, but also provides several code examples of RSS feed items provided by users. Thus, the RSS Advertising reference demonstrates that the meaning of RSS was well-known at the time that the present application was filed. Additionally, according to <http://web.resource.org/rss/1.0/>, the RSS 1.0 specification was released December 6, 2000. Thus, not only was the meaning of RSS well-known at the time that the present application was filed, but RSS was also satisfactorily defined by the RSS 1.0 specification, which was released prior to the filing of the present application. For at least this reason, the terms "RSS" and "Really Simple Syndication" are not indefinite.

IV. The terms "RSS" and "Atom" are not properly construed as non-functional descriptive material

At pages 2 and 3 of the final action, the Examiner "interprets RSS and Atom to be programming rules or guidelines, comparable to a book of grammar rules or guidelines for writing effective English ... that are themselves non-functional descriptive material and

accordingly not given patentable weight.” Appellant disagrees because the recitation of RSS (and Atom) in the claim language specifies a specific type of data that is required to be received, inserted, and provided to perform the claimed method. For example, an application on a user device that retrieves RSS feeds can process data that is provided in the RSS format and present content corresponding to the data to the user. However, if the data that is provided is not in a proper format (e.g., the RSS format), the content of the RSS feed will not be presented to the user. Atom data has similar properties. Thus, the terms RSS and Atom are functional elements, such that RSS and Atom are not properly interpreted to be nonfunctional descriptive material.


#### V. Conclusion and Relief

For at least the reasons provided above, appellant respectfully requests reversal of the pending rejections.

The Appeal Brief filing fee is paid concurrently herewith on the Electronic Filing System (EFS) by way of deposit account authorization. Please apply any other charges or credits to Deposit Account No. 06-1050.

Respectfully submitted,

Date: 3/3/11



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### **Appendix of Claims**

1. (Previously Presented) A method of generating information including targeted ads, the method comprising:

receiving, by at least one processor, a first syndicated content item for a Really Simple Syndication ("RSS") feed provided by a syndicated content provider device, the first syndicated content item being an RSS feed item and including a first title, a first URL to a web page corresponding to the first syndicated content item, and a first description, the RSS feed being an RSS format compliant web feed;

receiving, by at least one processor, a first targeted ad item for the RSS feed, the first targeted ad item being a separate RSS feed item and including a first targeted ad that has been provided by an advertiser, a first targeted ad title for the targeted ad item, a first targeted ad URL to a web page corresponding to the first targeted ad, and a first targeted ad description;

storing, on a computer storage device, the first syndicated content item and the first targeted ad item;

receiving a request for the RSS feed;

inserting, by at least one processor, the first targeted ad item at a location in the RSS feed, the location being adjacent to the first syndicated content item in the RSS feed, the first targeted ad item being inserted in response to a request for the RSS feed; and

providing, by at least one processor and in response to the request for the RSS feed, the RSS feed including the first syndicated content item and the first targeted ad item.

2. (Previously Presented) The method of claim 1, wherein the RSS feed provides a list of at least one content item having a title, a URL, and a description corresponding to the content item.

3-10. (Cancelled)

11. (Previously Presented) The method of claim 1, further comprising:  
receiving keyword information, the keyword information including at least one keyword;  
selecting a first targeted ad from among a plurality of ads based on the at least one keyword; and

generating the first targeted ad item for the RSS feed using the first targeted ad, wherein generating the first targeted ad item includes formatting the first targeted ad to be a separate RSS compliant feed item.

12. (Previously Presented) The method of claim 11, wherein receiving the keyword information comprises receiving a user request including the at least one keyword.

13. (Previously Presented) The method of claim 11, wherein the first syndicated content item includes the at least one keyword.

14-16. (Cancelled)

17. (Previously Presented) The method of claim 1, wherein the first targeted ad item includes a content targeted ad that is selected using content included in the received first syndicated content item.

18. (Previously Presented) The method of claim 17, wherein content used to select the first targeted ad includes at least one of the first title, the first URL, and the first description included in the received first syndicated content item.

19. (Previously Presented) The method of claim 11, further comprising:  
receiving user profile information, wherein selecting a first targeted ad comprises selecting the first targeted ad from the plurality of ads using the user profile information.

20. (Cancelled)

21. (Previously Presented) The method of claim 1, further comprising:  
receiving geographic location information, wherein selecting a first targeted ad comprises selecting the first targeted ad from a plurality of ads using the geographic location information.

22. (Previously Presented) The method of claim 21, wherein receiving geographic location information comprises receiving a geographic location to which the RSS feed is to be provided in response to the request for the RSS feed.

23. (Previously Presented) The method of claim 1, further comprising:  
receiving a first targeted ad selected based on content included in the first syndicated content item;

generating the first targeted ad item for the RSS feed based on the first targeted ad, wherein generating the first targeted ad item includes formatting the first targeted ad to be a separate RSS compliant feed item;

receiving a second syndicated content item for the RSS feed, the second syndicated content item being an RSS feed item and including a second title, a second URL to a web page corresponding to the second syndicated content item, and a second description, the second syndicated content item being different from the first syndicated content item;

selecting a second targeted ad using content included in the second syndicated content item, the second targeted ad being different from the first targeted ad;

generating a second targeted ad item for the RSS feed using the second targeted ad, wherein generating the second targeted ad item includes formatting the second targeted ad item to be a separate RSS feed item including a second targeted ad title, a second targeted ad URL to a second web page corresponding to the second targeted ad, and a second targeted ad description; and

inserting the second targeted ad item in the RSS feed at a location that is adjacent to the second syndicated content item in the RSS feed, wherein providing the RSS feed comprises providing the RSS feed including the first syndicated content item, the second syndicated content item, the first targeted ad item, and the second targeted ad item.

24. (Previously Presented) The method of claim 23, wherein the first description of the first content item is used to select the first targeted ad.

25. (Previously Presented) The method of claim 23, wherein the first URL of the first syndicated content item is used to select the first targeted ad.

26-34. (Cancelled)



35. (Previously Presented) The method of claim 1, wherein the first targeted ad item includes a creation date that is more recent than a creation date, edit date, and change date for content included in the first syndicated content item.

36. (Previously Presented) The method of claim 1, wherein the first targeted ad item has a more recent edit date than an edit date for the first syndicated content item.

37. (Previously Presented) The method of claim 1, wherein the first targeted ad item has a more recent change date than a change date for the first syndicated content item.

38-41. (Cancelled)

42. (Previously Presented) The method of claim 1, further comprising:  
selecting the first targeted ad based on at least one keyword included in a user request, a user profile information, or geographic location information.

43-56. (Cancelled)

57. (Previously Presented) The method of claim 1, wherein inserting the first targeted ad item adjacent to the first syndicated content item comprises inserting the first targeted ad item immediately following the first syndicated content item.

58. (Previously Presented) The method of claim 1, wherein inserting the first targeted ad item comprises inserting the first targeted ad item in the RSS feed at a location immediately preceding the first syndicated content item.

59. (Previously Presented) The method of claim 23, wherein inserting the second targeted ad item comprises inserting the second targeted ad item in the RSS feed at a location immediately following the second syndicated content item.

60. (Previously Presented) The method of claim 23, wherein inserting the second targeted ad item comprises inserting the second targeted ad item in the RSS feed at a location immediately preceding the second syndicated content item.

61. (Previously Presented) The method of claim 1, further comprising:  
receiving a second syndicated content item for the RSS feed, the second syndicated content item being an RSS feed item and including a second title, a second URL to a web page corresponding to the second syndicated content item, and a second description, the second syndicated content item being different from the first syndicated content item, wherein  
inserting the first targeted ad item comprises inserting the first targeted ad item in the RSS feed at a location immediately following the first syndicated content item and immediately preceding the second syndicated content.

62. (Previously Presented) The method of claim 1, wherein:  
receiving the first syndicated content item comprises receiving the first syndicated content item from a syndicated content provider system that includes at least one processor;  
receiving the first targeted ad item comprises receiving the first targeted ad item from a targeted ad server, the targeted ad server being different from the syndicated content provider system;

storing the first syndicated content item and the first targeted ad item comprises storing the first syndicated content item and the first targeted ad item on a storage device of a syndicated information/ad mixer, the syndicated information/ad mixer being different from the syndicated content provider system and the targeted ad server; and

inserting, by the syndicated information/ad mixer, the first targeted ad item comprises inserting the first targeted ad item at a location in the RSS feed that is adjacent to the first syndicated content.

63. (Previously Presented) The method of claim 1, further comprising:

receiving a first targeted ad; and

generating the first targeted ad item for the RSS feed channel using the first targeted ad, wherein generating the first targeted ad item includes formatting the first targeted ad to be a separate RSS compliant feed item.

64. (Previously Presented) The method of claim 63, wherein:

receiving the first targeted ad comprises receiving the first targeted ad from a targeted ad server; and

generating the first targeted ad item comprises generating, by a syndicated information/ad mixer, the first targeted ad item, wherein the syndicated information/ad mixer is different from the targeted ad server.

65-71. (Cancelled).

72. (Previously Presented) A system for generating information including targeted ads comprising:

at least one database storing a first syndicated content item for an RSS feed, the first syndicated content item being an RSS feed item and including a first title, a first URL to a web page corresponding to the first syndicated content item, and a first description, the RSS feed being an RSS format compliant web feed; and

at least one processor coupled to the at least one database, the at least one processor being configured to:

receive the first syndicated content item and a first targeted ad item for the RSS feed, the first targeted ad item being a separate RSS feed item and including a first targeted ad title, a first targeted ad URL to a web page corresponding to the first syndicated content item, and a first targeted ad description;

store, on one or more storage devices, the first syndicated content item and the first targeted ad item;

receive a request for the RSS feed;

insert the first targeted ad item at a location in the RSS feed, the location being adjacent to the first syndicated content item in the RSS feed; and

provide, in response to the request for the RSS feed, the RSS feed that includes the first syndicated content item and the first targeted ad item at adjacent locations.

73. (Previously Presented) The system of claim 72, wherein the RSS feed lists at least one item having a title, a URL, and a description corresponding to a channel.

74. (Previously Presented) The system of claim 72, wherein the at least one processor is further configured to generate an Atom compliant ad item from the first ad item and insert the Atom compliant ad item at a location of an Atom feed that is adjacent to an Atom content item, the Atom compliant ad item being a separate ad item that conforms to an Atom standard, and the Atom feed being an Atom compliant web feed.

75. (Previously Presented) The system of claim 72, wherein the at least one processor is further configured to insert the first targeted ad item at a location in the RSS feed that is immediately following the first syndicated content item.

76. (Previously Presented) The system of claim 72, wherein the at least one processor is further configured to insert the first targeted ad item at a location in the RSS feed that is immediately preceding the first syndicated content item.

77. (Previously Presented) A system, comprising:  
at least one datastore storing syndicated content information for feeds and advertisements for the feeds;  
a targeted ad server coupled to the at least one datastore, the targeted ad server including at least one processor configured to select advertisements from the at least one datastore, the selected advertisements being selected for the feeds based on targeting information;  
a syndicated content provider coupled to the at least one datastore and the targeted ad server, the syndicated content provider including at least one processor configured to generate

a requested Atom feed based on syndicated content information received from the at least one datastore and the selected advertisements, the requested Atom feed being an Atom compliant web feed provided in response to a request for content, the syndicated content provider being further configured to generate an Atom content item and a corresponding Atom ad item and include the Atom content item and the corresponding Atom ad item at adjacent locations of the Atom feed, wherein the Atom content item is an Atom feed item generated to include syndicated content information and the Atom ad item is a separate Atom feed item generated to include the selected advertisements.

78. (Previously Presented) The system of claim 77, wherein the Atom feed includes, as Atom feed items, the syndicated content information received from the at least one datastore and the selected advertisements.

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### **Evidence Appendix**

None.

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**Related Proceedings Appendix**

None.